

CLASS TITLE: Press Aide II

CHARACTERISTICS OF THE CLASS: Under general supervision, responsible for developing and conducting public information programs and performing public relations activities within the City's Press Office; and performs related duties as required.

EXAMPLES OF DUTIES: Writes news releases regarding City events and departmental programs for newspapers, radio and television media; plans and prepares public relation/public information programs to promote and explain City departmental programs, events and operations; prepares and oversees the production of bulletins, brochures, pamphlets and other public information materials for distribution to the public; assembles and correlates information to prepare news stories and position papers covering events and activities; develops and maintains contact with news media representatives; responds verbally and in writing to inquiries and requests for information directed to the Press Office by the public and the news media.

DESIRABLE MINIMUM QUALIFICATIONS:

Training and Experience. Graduation from an accredited college or university with a Bachelor's degree in Journalism, Public Relations or a directly related field, supplemented by one year of experience in the preparation and dissemination of public information; or an equivalent combination of training and experience.

Knowledge, Abilities and Skill. Considerable knowledge of the methods and techniques of disseminating information to the public and of the facilities and media applicable. Considerable knowledge of the requirements for developing public relations programs. Considerable knowledge of proper English word usage and of the requirements of press releases and publications.

Ability to plan and organize informational programs. Ability to edit and analyze informational material. Ability to speak effectively before varied groups.

Skill in the application of methods and techniques for gathering, disseminating and editing information. Excellent oral and written communication skills.

April, 1987